Historic, Archive Document

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New Contract PRICE LIST 1952 CROP

CUCURBIT VINE SEEDS AND HYBRID VEGETABLE SEEDS

★ Hybrid Cucun

LIBRARY

★ Hybrid Tomat FEB 2 9 1957 & U. S. Department of Agriculture

★ Hybrid Watermelon

NEW HYBRIDS Adapted to Your Selling Area Grown On Our Own Farms

- * Squash
- ★ Cantaloupe
- * Cucumber
- **★** Muskmelon
- ★ Pumpkin

DOUBLE-MILLED SEEDS FROM SELECT STOCKS

Grown in the Best Seed-Growing Sections of Colorado and California

Peto-Hollar Co.

ROCKY FORD :: COLORADO

BREEDERS AND WHOLESALE GROWERS





CUCURBIT VINE SEEDS AND HYBRID VEGETABLE SEEDS



★ Hybrid Tomat FEB 2 9 1957 & U. S. Department of Agriculture

* Hybrid Watermelon



Muskmelon & Cantaloupe

| POUNDS | | PER LB. |
|---|---|---------|
| *********** | Banana (OM)* | \$ |
| | Bender's Surprise (OM) | \$, |
| | Delicious Gold Lined (GM) | \$ |
| ******** | Delicious Harris (OM) | \$ |
| ********** | Eden Gem (GM) | \$ |
| | Edwards Perfecto Improved (OM) | \$ |
| | Emerald Gem (OM) | \$ |
| | Golden Champlain (OM) | \$ |
| | Hackensack, Extra Early (GM) | \$ |
| | Hackensack, Large (GM) | \$ |
| | Hale's Best, Imp. Jumbo (OM) | \$ |
| | Hale's Best, No. 36 (OM) | \$ |
| | Hale's Best, No. 936 (OM) | \$ |
| ********** | Hearts of Gold, Improved (OM) | \$ |
| | Honey Dew, Green Flesh (GM) | |
| | Honey Rock (OM) | \$ |
| *********** | Knight's Early (GM) Mildew Resistant No. 45 (OM | \$ |
| | Mildew Resistant No. 45 (OM | \$ |
| | Milwaukee Market (OM) | \$ |
| | Netted Gem (Original) (GM) | |
| | New Yorker (OM) | \$ |
| ••••• | Pride of Wisconsin (OM) | \$ |
| ********** | Queen of Colorado (OM) | \$ |
| | Rocky Ford (Genuine) (GM) | \$ |
| | Rocky Ford's Earliest (GM) | |
| *************************************** | Superfecto, Perfected Perfecto (OM) | |
| *********** | Texas Resistant No. 1 (OM) | |
| * | Tip Top (OM) | \$ |
| | | |
| | | |
| | | |

Squash and Pumpkin

| Pounds | | PER LB. |
|---|--|---------|
| | Benning's Green Tint Scallop | \$ |
| P | Blue Banana | \$ |
| | Blue Hubbard | \$ |
| | Chicago Warty Hubbard | \$ |
| ******* | Cocozelle, Long Dark | \$ |
| | Connecticut Field | \$ |
| | Cushaw, Green Stripe | \$ |
| | Des Moines (Acorn or Table Queen) | \$ |
| | Early Prolific Straightneck (Improved) | \$ |
| | Early Summer C.ookneck | \$ |
| | Early White Bush Scallop | \$ |
| ************ | Early White Bush Scallop, Green Tint | \$ |
| ************* | Giant Summer Crookneck | \$ |
| ********* | Golden Hubbard | \$ |
| | Improved Hubbard | \$ |
| | King of Mammoths | \$ |
| *************************************** | Large Sweet Cheese | \$ |
| *************************************** | Royal Acorn or Mammoth Table Queen | \$ |
| ************ | Small Sugar, New England Pie | \$ |
| | True Green Hubbard | \$ |
| | Zucchini, Black | \$ |
| ************ | Zucchini, Grey | \$ |
| | 5 | \$ |
| | | \$ |
| | | \$ |

Cucumbers

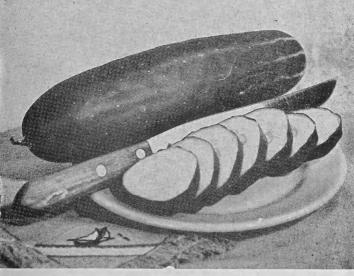
| Pounas | | PER LD. |
|-------------|-----------------------------|---------|
| | 'A. & C | \$ |
| | Arlington | \$ |
| | Black Diamond, Dark Green | \$ |
| | Boston Pickling | \$ |
| ********* | Chicago Pickling | \$ |
| | Colorado | \$ |
| ********** | Cubit | \$ |
| | Davis Perfect | \$ |
| *********** | *EARLY SURECROP HYBRID | \$ |
| | Earliest of All | \$ |
| *********** | Early Cluster | \$ |
| | Early Fortune | \$ |
| | Early Frame, or Short Green | \$ |
| | Early Russian | \$ |
| | Improved Long Green | \$ |
| | Improved White Spine | \$ |
| | Klondyke | \$ |
| | Longfellow | \$ |
| | Marketer | \$ |
| | National Pickle | \$ |
| | Palmetto | \$ |
| | Santee | \$ |
| | Staygreen, Long Type | \$ |
| | Staygreen, Short Type | \$ |
| | Snow's Perfection Pickle | \$ |
| | Straight Eight | \$ |
| | Thorburn's Everbearing | \$ |
| | Vaughn | \$ |
| N | West India Gherkin | \$ |
| | White Wonder | \$ |
| | | \$ |
| | | \$ |
| | | |

EARLY SURECROP

Hybrid Cucumber

58 DAYS

Disease Resistant Slicing Type



ALL-AMERICA WINNER
A.A.S. Bronze Medal for 1951

Widely tested and widely adapted, this amazing new Hybrid will be a fine addition to your catalog.

Fruits slender, blunt ends, 8 to 9 inches long, $2\frac{1}{2}$ inches in diameter, holds its dark green color well after picking. Flesh is crisp, white and unusually delicious. Small seed cavity.

Vines outstandingly vigorous, with large protective leaves. Its resistance to Mosaic and Downy Mildew keeps the vines alive and productive long after most varieties have wilted. Suitable for market grower, greenhouse, as well as home garden use. May be used for both pickling and slicing by the home gardener.

Lithographed color packets (Stecher-Traung 3292) available with your name imprinted. Color and black and white photographs available.

EARLY DELICIOUS

Hybrid Tomato

EXTRA EARLY—55 DAYS Heavy Early Yielder

This is our earliest Hybrid. A true first-generation Hybrid; earlier, larger and greater in yield than the standard early varieties.

THIS HYBRID WON FIRST PLACE IN YIELD IN COMPETITION WITH 72 HYBRID AND STANDARD VARIETIES IN ONE EASTERN COLLEGE TRIAL, AND WAS AWARDED A NO. 1 RATING.

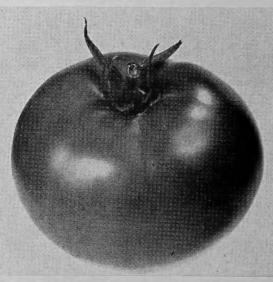
Widely adapted. Strong Vigorous vine, medium coverage, indeterminate. Fruit medium large, intermediate globe, color deep dark red, very smooth and free from cracking, uniform in shape and size, thick fleshed and good mild flavor.

EARLY PROLIFIC

Hybrid Tomato

EARLY-60 DAYS

A Larger Fruited Early



This Hybrid is in the same class as Earliana for earliness, but has larger fruit, more vigorous vine and much greater yield in a Cooperative State College Trial. (No. 1 general rating and second place in total yield in this trial). Fruits average 1 ounce larger than our Early Delicious Hybrid.

Medium vine covereage, indeterminate, strong Hybrid vigor. Fruit is excellent dark red, firm fleshed, good flavor, globe shape, smooth and uniform.

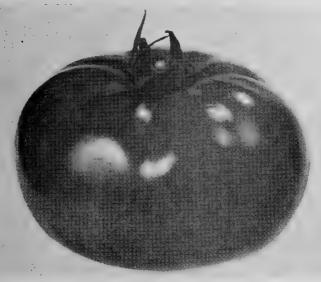
Good for the home gardener, or market grower. Suitable for staking and trellising. Well adapted to Eastern and Northern U. S.

LARGO

Hybrid Tomato

MAIN CROP—72 DAYS

Large Size Main Crop Yielder



Widely adapted, even to areas where sunburning of tomatoes is severe. Good vine coverage. Very Strong F1 Hybrid Vigor. Our heaviest yielding Hybrid. Larger than Rutgers, outyielding it by over 50 per cent in University conducted trials. Slightly earlier than Rutgers.

This is the hybrid for your home garden customers who want large fruit size and maximum yield combined with quality. Fruits are globular to slightly flattened, bright red, solid fleshed and excellent flavor. Resistant to Fusarium wilt. Produces heavily over a long period of time. Suitable for staking and trellising.

BREEDERS'

Hybrid Tomato

EARLY MIDSEASON-65 DAYS

For the Grower-Shipper

This great new Hybrid is rapidly replacing other varieties in coastal California shipping areas for green-wrap and ripe pack. Well adapted to all areas where Rutgers, Pearson, and Stokesdale are grown.

A recent SOUTHERN University trial showed BREED ERS highest yielder among 28 varieties tested, exceeding Stokesdale by 15 per cent and Rutgers by 28 per cent in yield.

HYBRID DIXIE QUEEN

Watermelon

EARLY — 82 DAYS

Wilt Resistant



A true first generation Hybrid produced by hand controlled pollination; the cross of two carefully inbred and selected parent lines. Slightly earlier than regular Dixie Queen. Very uniform and vigorous growing. Strong resistance to fusarium the common wilt of watermelons. It produces from mid-August until frost.

Outstanding for its crisp, low fibre flesh, good strong watermelon flavor and for its excellent shipping and keeping quality. Very thin but extra tough rind, slightly darker in color compared to Dixie Queen. Fruit size 30 to 50 pounds. Seeds dark color.

It Is Only Since World War II . . .

that hybrid vegetables have been grown by the home gardener and more recently by the market grower and shipper, who is rapidly accepting Hybrids for their vigor, disease resistance, insect resistance, earliness, uniformity, shipping quality and greater yield. Prices are F.O.B. growing station. Bags extra at market value. Terms are net 30 days to firms of approved rating, $1\frac{1}{2}$ per cent 10 days from invoice date. These seeds sold under the limited warranty clause of the American Seed Trade Association.

Early contracts help you receive full deliveries

CONTRACT VINE SEEDS

Date___

PETO-HOLLAR CO.

Per

PETO-HOLLAR CO.
Rocky Ford. Colorado

| , |
|---|
| On conditions of the preceeding offer you |
| may enter our order for the quantities and var- |
| ieties indicated. |
| |
| |
| (Signed)(Customer's Signature) |
| (Customer's Signature) |
| |
| Complying with the order given above, we |
| |
| are booking you accordingly for |
| |
| items containing pounds. |
| |
| We agree to plant an acreage of each var- |
| iety sufficient to produce, under normal condi- |

tions, the amount required to fill all contract orders and will accept only as late as is compatible with proper apportioning acreage. In the event of a short crop will fill pro-rata only.

Early Giant Hybrid Tomato

New for 1952!

Our newest introduction. To us, this is the most exciting Hybrid of over 150 we have produced and tested.

Early Giant was first grown in 1949 and has been widely tested each year since. Its continual high performance in such widely separated areas as New York, Kentucky, Minnesota, Idaho, and Colorado prove its worthiness for introduction.

The outstanding feature of this new Hybrid is the combination of LARGE FRUIT SIZE with EARLINESS—characters which tomato breeders and hybridizers have tried for years to combine.

One University reports Early Giant fruit size to be 7.4 (average) compared to Rutgers at 5.1 oz. and Valiant at 5.4 oz. in the same replicated trial. In this trial the early yield was 3.31 tons per acre for Early Giant; 0.84 for Rutgers, and 2.34 for Valiant. Total yield of Early Giant was also greater than for Rutgers or Valiant.

In another University trial of over 70 Hybrids and varieties, Earl yGiant was among the three largest with a size of 7.8 oz. NO OTHER HYBRID WAS EQUAL TO EARLY GIANT IN SIZE.

In other words, Early Giant is 1/3 larger than Rutgers and similar standard varieties (regardless of maturity) while at the same time being earlier and more productive. Quality and color is excellent.

Contract now for 1952 crop! Every one of your home-garden customers should have an opportunity to see and try EARLY GIANT in 1953!

R. H. JAMES CO.

(Peto and Hollar)

BREEDERS and GROWERS

UINE SEEDS - HUBRID TOMATOES - HUBRID CUCUMBERS - HUBRID WATERMELONS

ROCKIJ FORD, COLORADO

Fabruar: 16, 1952

Gentlemen:

This year we have combined our Cucurbit Vine Seed Contract list with our Hybrid Vegetable list.

We also wish to call your attention to dur latest introduction MARIN CLART Hybrid Tomato, described on the back cover of our enclosed catalog.

Vine seed prices are up, particularly on those items of low volume sales. This is necessary largely because of expected farmer-grower increases.

We are well equipped to produce these crops in the best seed growing areas of California and Colorado. It will be a pleasure to serve you!

Sincerely,

PETO, HOLLAR CO.

V. E. Hollar

VEH/bll

PETO, HOLLAR, CO.

To a

Contract for Special Crops

| | Date | 19 |
|---|--|-----------------|
| This is to certify that | COL TONS CONS CONS CONS CONS CONS CONS CONS C | |
| Street Postoffice | | |
| has placed an order for contract growing of seed, wi | th the Peto-Hollar Co., as follow | ws: |
| lbs. Hybrid Cucumber—Early Surect | rop @ \$ 1 | 25.00 per lb. |
| lbs. Hybrid Cucumber | | per lb. |
| lbs. Hybrid Watermelon—Dixie Quee | en | 15.00 per lb. |
| lbs. Hybrid Watermelon | | per lb. |
| lbs. Hybrid Tomato—Early Delicious | s@ \$2 | 00.00 per lb. |
| lbs. Hybrid Tomato—Early Prolific | @ \$2 | 00.00 per lb. |
| lbs. Hybrid Tomato—Largo | | 00.00 per lb. |
| lbs. Hybrid Tomato—Breeders | | 45.00 per lb. |
| lbs. Hybrid Tomato—Early Giant | @ \$2 | 00.00 per lb. |
| lbs. Hybrid Tomato of Parentage | x@\$ | per lb. |
| lbs. Hybrid Tomato of Parentage | x@\$ | per lb. |
| This seed to be produced during the growing season of 1951, a after as possible. If germination of this seed falls below minim buyer only pays for the amount of seed at minimum germination. | num set by law, the price is to be a | djusted so that |
| TERMS TO FIRMS OF APPROVED RATING, 1½ voice. Prices F.O.B. Growing Station. Bags and instance. | % 10 days. Net 30 days after surance extra at value. | r date of in- |
| Signed | (Contracting (| Company) |
| Complying with the above order, we agree to plant sufficient ditions, the specified amounts. We agree to exercise special interests of the Contracting Company to the best of our abi | care in all phases of production, and | |
| Signed | | |

PETO-HOLLAR warrants to the extent of the purchase price that seeds sold are as described on the container within recognized tolerances. Seller gives no other or further warranty, expressed or implied

(Grower)

Project of the Section and the Company of the Compa

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